



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/602,576	06/22/2000	Joshua A. Jacobs	BIG1P001	1303
22434	7590	09/05/2007		
BEYER WEAVER LLP P.O. BOX 70250 OAKLAND, CA 94612-0250			EXAMINER TODD, GREGORY G	
			ART UNIT 2157	PAPER NUMBER
			MAIL DATE 09/05/2007	DELIVERY MODE PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

mn

Office Action Summary	Application No. 09/602,576	Applicant(s) JACOBS ET AL.	
	Examiner Gregory G. Todd	Art Unit 2157	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 20 June 2007.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1,4,5,7-12 and 32-36 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1,4,5,7-12 and 32-36 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Response to Amendment

1. This office action is in response to applicant's amendment filed, 20 June 2007, of application filed, with the above serial number, on 22 June 2000 in claims 1, 5, 32, and 35 have been amended. Claims 1, 4-5, 7-12 and 32-36 are therefore pending in the application.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1, 4-5, 7-12 and 32-36 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lee et al (hereinafter "Lee", 6,061,696) in view of Bernardo et al (hereinafter "Bernardo", 6,684,369).

As per Claim 1, Lee teaches a software architecture for enabling a user to create a Web site over the Internet, wherein Lee teaches:

a plurality of applications (applications) (at least col. 9, lines 21-60);

a data schema for storing a plurality of data objects, the data schema having an underlying, extensible data model providing a configuration of the data objects in the data schema, the data schema having fixed attributes and extensible attributes, the extensible attributes of a data object enabling extension of the data schema, wherein

Art Unit: 2157

the extension consists of previously undefined attributes and wherein the extension is executed without having to alter the configuration of the data model (at least col. 3, lines 40-59; col. 9, lines 43-65; col. 6, lines 3-24; Cosmo Create); and

an integrated platform for enabling the user to perform a task (at least col. 3, lines 40-59; col. 9, lines 43-65; col. 6, lines 3-24; creating web page).

Lee fails to explicitly teach wherein a task has one or more sequences and is completed by progressing from a first panel to a second panel and by controlling interaction between two or more of the applications and the data model, and for maintaining a context and a task list component related to completing a task for the purpose of creating a Web site. However, the use and advantages for using such a progressive approach is well known to one skilled in the art at the time the invention was made as evidenced by the teachings of Bernardo. Bernardo teaches a workflow system for monitoring the progress of a web page creation phase (at least col. 9, lines 13-23; col. 10 line 54 – col. 11 line 16; col. 3 line 65 – col. 4 line 4), wherein the web site creator is presented with a series of menus or views (panels) to guide the user with the creation process. Therefore, it would have been obvious to one of ordinary skill in the art, at the time the invention was made, to incorporate the use of Bernardo's workflow system into Lee's system as this would enhance and ease complex site creation by having the various tasks organized and managed accordingly.

As per Claim 4.

wherein a data object is associated with a context information record that further describes a task in which the data object will be used (at least col. 3, lines 40-59; col. 6, lines 3-24; col. 9 line 43 – col. 10 line 58; check rule exists).

As per Claim 5.

wherein the integrated platform allows the user and an application to extend the data schema in a user-specific way, thereby enabling a plurality of users and the plurality of applications to use the data schema (at least col. 3, lines 40-59; col. 9, lines 21-65; col. 6, lines 3-24).

As per Claim 7.

wherein the extensible, underlying data model provides a standard way of representing the previously undefined attribute (at least col. 3, lines 40-59; col. 6, lines 3-24; col. 9 line 43 – col. 10 line 58; Fig. 5; native standard).

As per Claim 8.

further comprising a user interface that is uniform across the plurality of applications (at least col. 3, lines 40-59; col. 6, lines 3-24; col. 9 line 43 – col. 10 line 58; col. 7, lines 20-48; Fig. 6).

As per Claim 9.

wherein additional services can be added using the plurality of applications (at least col. 3, lines 40-59; col. 6, lines 3-24; col. 9 line 43 - col. 10 line 58).

As per Claim 10.

Bernardo teaches wherein the integrated platform is used to create and maintain an online business presence (at least col. 7, lines 26-36; col. 14, lines 6-67). Therefore,

Art Unit: 2157

it would have been obvious to one of ordinary skill in the art, at the time the invention was made, to incorporate the use of Bernardo's web site use with Lee as this is a very common use for creating a web site.

As per Claim 11.

Bernardo teaches wherein the integrated platform is used to create and maintain a customer relationship management application (at least col. 7, lines 26-36; col. 14, lines 6-67). Therefore, it would have been obvious to one of ordinary skill in the art, at the time the invention was made, to incorporate the use of Bernardo's web site use with Lee as this is a very common use for creating a web site.

As per Claim 12.

wherein the software architecture is a reactive architecture which supports a plurality of levels of task granularity and is dynamically aware of what information has been entered by a user (at least col. 3, lines 40-59; col. 6, lines 3-24; col. 9 line 43 - col. 10 line 58).

As per Claim 32.

the underlying extensible data model enabling arrangement and configuration application data of one or more of the plurality of applications (at least col. 3, lines 40-59; col. 6, lines 3-24; col. 9 line 43 – col. 10 line 58).

As per Claim 33.

wherein the application data are one of a fixed attribute and an extended attribute (at least col. 3, lines 40-59; col. 6, lines 3-24; col. 9 line 43 – col. 10 line 58).

As per Claim 34.

further comprising a data logic component for operating on the data (at least col. 3, lines 40-59; col. 6, lines 3-24; col. 9 line 43 – col. 10 line 58).

As per Claim 35.

wherein the user interface implements a user experience (at least col. 3, lines 40-59; col. 6, lines 3-24; col. 9 line 43 – col. 10 line 58).

As per Claim 36.

further including an information architecture layer for modeling the user experience (at least col. 3, lines 40-59; col. 6, lines 3-24; col. 9 line 43 – col. 10 line 58).

Response to Arguments

4. Applicant's arguments filed 20 June 2007 have been fully considered but they are not persuasive. Applicants argue, in substance, that Lee fails to suggest the integrated platform of claim 1, wherein an overall goal of the user is to create a 'first version' of a complete Web site. Applicant goes on to list the features of the integrated platform, including "maintaining a context and a task list".

However, Bernardo clearly teaches a workflow system for monitoring the progress of a web page creation phase (at least col. 9, lines 13-23; col. 10 line 54 – col. 11 line 16; col. 3 line 65 – col. 4 line 4), wherein the web site creator is presented with a series of menus or views (panels) to guide the user with the creation process. Bernardo also teaches that the site creator platform can be used to design a new site or edit an existing one (at least col. 7, lines 7-25; col. 11, lines 48-52; creating/editing), and thus is

clearly used for the overall goal of the current invention, to create a 'first version' of a Web site (p. 5 of remarks, last 3 lines).

Applicant argues the "Bernardo reference does not teach, show, or suggest 'maintaining a context and a task list component' with respect to the progressing through completing a specific task in creating a Web site." However, Bernardo clearly teaches, shows, and suggests this claimed feature, along with respectful progressing through completing a specific task in creating a Web site, as an automated workflow wherein the Web site would have various tasks to be done by different departments (col. 10 line 54 – col. 11 line 16), and "[a]s the work progresses, Web site content may be routed through the network in order to the [sic] accomplish the various tasks. Upon completion of various tasks, the Web site content may be consolidated and posted on a network." Therefore, Bernardo teaches the invention, as claimed and amended.

Conclusion

5. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

Art Unit: 2157

the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Newly cited Lorenzen et al, in addition to previously cited Arora et al, Kagle, O'Shea, Raab et al, Peel et al, Ashby et al, Gawlick et al, Fohn et al, Bowman-Amuah, Hanson et al, D'Arlach et al, Bernardo et al, Lagarde et al (distributed tasking), Sondur et al (relational database), Cohen (ASP page application authoring), Graham (remote web-authoring methods), Wolfe et al (website development details), and Belanger (remote server application execution) are cited for disclosing pertinent information related to the claimed invention. Applicants are requested to consider the prior art reference for relevant teachings when responding to this office action.

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Gregory G. Todd whose telephone number is (571)272-4011. The examiner can normally be reached on Monday - Friday 9:00am-6:00pm w/ first Fridays off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ario Etienne can be reached on (571)272-4001. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2157

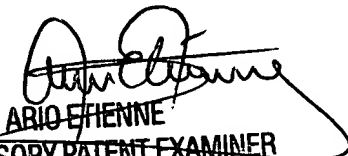
Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Gregory Todd



Patent Examiner

Technology Center 2100



ARIO ETIENNE
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2100